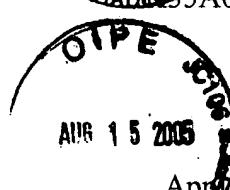




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(WESDIG.049A)

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	:	William P. Price et al.	Group Art Unit 2611
Appl. No.	:	09/773,940	
Filed	:	January 31, 2001	
For	:	SYSTEM AND METHOD FOR SELECTING CONTENT TO BE PRESENTED TO A USER	
Examiner	:	Ngoc K. Vu	

AMENDMENT AND RESPONSE TO JUNE 22, 2005 FINAL OFFICE ACTION

Mail Stop AF
U.S. Patent and Trademark Office
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the June 22, 2005 Final Office Action, Applicants request the Examiner to reconsider the above-identified patent application in view of the following amendments and remarks.

Amendments to the Claims: Begin on page 2 of this Response.

Remarks: Begin on page 7 of this Response.

08/16/2005 EAREGAY1 00000084 09773940

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